

Agenda
Loveland Downtown Development Authority (DDA)
Regular Meeting
Monday, September 12, 2016
6:30 P.M.

LDP/DDA Offices
350 North Cleveland Avenue, Loveland, CO 80537

6:30 p.m.

1. Call to Order
2. Roll Call

6:35 p.m.

3. Public Comment (Individual comments are limited to 3 minutes):

6:40 p.m.

4. Approval of Minutes:

Regular Meeting – August 22, 2016 - *“I move to approve (deny) the minutes of the Regular Meeting of August 22, 2016.”*

6:45 p.m.

5. Presentations/Updates (15 min):
 - So. Catalyst Project Update – Mike Scholl
6. Façade Program & Updates:
 - Update – Arcadia Phase 2 – (presentation under Action Items)

7. Action Items:

Action Item 1:

RESOLUTION DDA 2016-02 - A RESOLUTION SUBMITTING TO THE QUALIFIED ELECTORS OF THE CITY OF LOVELAND DOWNTOWN DEVELOPMENT AUTHORITY, AT THE ELECTION TO BE HELD NOVEMBER 8, 2016, BALLOT QUESTIONS AUTHORIZING DEBT AND A TAX INCREASE.

“I move to approved (deny) Resolution DDA2016-02, a resolution submitting to the qualified electors of the City of Loveland Downtown Development Authority, at the Election to be held November 8, 2016, ballot questions authorizing debt and a tax increase.”

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Action Item 2:

In accordance with City Council Resolution R-88-2015, a motion to recommend to the Loveland Downtown Partnership (LDP) the approval (denial) of a final reimbursement request of \$30,000 to the 351 Linden Street, LLC d/b/a River Redevelopment, LLC ("Owner"), and further requesting the Executive Director submit the request for reimbursement to the Loveland Urban Renewal Authority (LURA) in accordance with Section 8 of the Façade Incentive Grant Agreement between the Loveland Urban Renewal Authority and the 351 Linden Street, LLC d/b/a River Redevelopment, LLC dated February 12, 2015.

"I move to recommend to the Loveland Downtown Partnership (LDP) the approval (denial) of a final reimbursement request in an amount not to exceed \$30,000, based upon the Façade Incentive Grant Agreement ("Agreement") between the Loveland Urban Renewal Authority and the 351 Linden Street, LLC d/b/a River Redevelopment, LLC dated February 12, 2015. Specifically, Section 8 of the Agreement authorizes a total "Purchase Price" of \$77,490.00 of which \$47,490.00 was appropriated by the Loveland Urban Renewal Authority and reimbursed to the Owner in 2015, leaving the remainder of \$30,000.00 to be reimbursed if funds are available and appropriated by the City Council, recognizing that funds exceeding this amount have been appropriated by the City Council in the 2016 LURA annual budget, and further requesting that the Executive Director submit the recommendation of approval to the LDP for formal approval and submit the reimbursement request to the LURA for payment to the Owner, and formally closing the Agreement upon this final payment."

7:15 p.m.

Staff & Executive Director Report (Wedding-Scott):

- Business Alliance Update
- Interim Improvements Update:
 - Inventories: Benches, trash containers, hydrants, landscape beds
 - Mapping
 - City Reviews
 - Baseline City Services
 - Civil engineers for sidewalk condition index and projects
 - HIP Streets integration into planning/construction
- Homeless Initiatives:
 - Faith-based
 - Police Intervention
 - Summit Stone

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- Fire & Ice Festival – Event Planning
- Holiday Planning
- Downtown Marketing Plan
 - Mantooth Marketing/Marketing Taskforce: Final Report on 9/26/16
 - Presentation at Business Breakfast – 9/30/16 (Friday)

Upcoming:

- Residential Outreach, September 27, 2016 4:00-6:00 p.m. - Verboten Brewery
- Business Breakfast, September 30, 2016 7:30 a.m. – Business Alliance Presentation
- Small Business Saturday, November 26
- Holiday event, November 30, 2016 5:00-8:00 p.m. – Downtown
- Winter Walk, December 2-4, 2016

STRATEGIC GOALS

• **Update (Election, Communication, Branding, Development)**

✓ **Election –**

○ Election Timeline – Critical Dates

- ✓ Jul 19 Plan of Development **COMPLETED**
- ✓ Aug 2 Ballot Title to CC (1st reading – Ord) **COMPLETED**
- ✓ Aug 16 Ballot Title to CC (2nd reading – Ord) **COMPLETED**
- ✓ Oct 17/21 Mail Ballots sent out

○ Messaging (Shannon Communications) – Pre-Election Messaging
COMPLETED

○ Legal:

- ✓ Joint Boards - Review and Approval of Plan of Development/Ballot Questions - **COMPLETED**
- ✓ Planning Commission Recommendation to Council - **COMPLETED**
- ✓ City Council Actions (July-July-August 2016) - **COMPLETED**
- ✓ Notification to School District - **COMPLETED**

✓ **Communications Strategy**

- **Events** (Fire & Ice, Peoples Fair, Plain Air, Hot Cars, LLBBQ Brews, Cherry Pie Fest, Corn Roast, Resident Outreach (May

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& September), South Catalyst Open Houses (3), Artspace – **ON-GOING**

- **Faith-based and Service Clubs** – Sertoma's, First United Methodist Church, Kiwana's - **COMPLETED**
- **Faith-Based Breakfast** (August/September) – **ON-GOING**
- CANDO presentation – **COMPLETED**
- US287/34 Curves – Neighborhood Advocacy – **ON-GOING**
- Website – Calendar of Events - **COMPLETED**

✓ **Branding**

- Branding Signs (Budget/Placement) – **ON-GOING**
- Promotion Materials - **COMPLETED**
- Retail Sales (licenses, Mobile Pay, etc.) – received licenses, setting up inventory, pricing and merchant pay system – **IN-PROCESS.**
- Research copyright and trademark requirements – **IN PROCESS**
- Develop protocols for rogue use of brand products – **IN PROCESS**
- Working with Marketing Taskforce (Business Alliance) on development/phase in of District brand into downtown signage, banners, etc.

✓ **Development**

- South Catalyst (The Foundry) – **IN PROCESS**
- Heartland Corner - **PENDING**
- Alliance Automotive – **IN PLANNING**
- Arcadia (Phase 2) – **IN PROCESS**
- Dark Heart Coffee - 419 Jefferson – **IN PROCESS**
- 214 W 4th Street (Valentine Building) – **IN PLANNING**
- Elks Lodge – **Phase 1 Close Out**
- Pulliam Building – **DRAFT report out**
- Museum Expansion

7:45 p.m.

8. Other Matters:

9. Liaison Reports:

- Fogle, City Council
- Donnelly, County Commissioners

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10. Agenda Items for Upcoming Meetings: None.

8:00 p.m.

11. Adjourn:

UPCOMING DDA MEETINGS:

- Residential Outreach, September 27, 2016 4:00-6:00 p.m. Verboten Brewery
- Business Breakfast, September 30, 2016 7:30 a.m. – Business Alliance Presentation
- Holiday event, November 30, 2016 5:00-8:00 p.m. - Downtown

Regular Meetings (6:30 p.m. @ LDP|DDA Office) –

- September 26, 2016
- **October 10, 2016 – MEETING CANCELLED!**
- October 24, 2016
- New meeting schedule – November 22, 2016 @ 8:00 a.m.